Alianza de Tiradores en México (ATM) Brand Guidelines - Revised Draft 2

I. Introduction

- This document outlines the brand guidelines for Alianza de Tiradores en México (ATM).
- These guidelines ensure consistent visual communication across all platforms, reinforcing ATM's identity and values.
- Adherence to these guidelines is crucial for maintaining a professional and recognizable brand.

II. Logo

- **Description:** The logo is a circular emblem with the following elements:
    - **A.T.M.:** The acronym "A.T.M." in a bold, uppercase, serif typeface, in black.
    - **Alianza de Tiradores:** The full name "Alianza de Tiradores" appears below the acronym in a smaller, sans-serif font, also in black.
    - **Emblem Elements:** An arrow pointing right, a bullet, a stylized eagle head, a knife, and three spheres are incorporated into the design. These elements are in black.
    - **Targeting Reticle:** A stylized targeting reticle frames the central elements.
    - **En México A.C.:** The phrase "En México A.C." is positioned at the bottom of the emblem, mirroring the "Alianza de Tiradores" text.
    - **Circular Border:** The emblem is surrounded by a green circular border.
    - **Background:** The background within the green border is white.
- **Incorrect Usage:** Please do *not* stretch, distort or change the Logo or its colors without permission or remove elements.

III. Color Palette

- **Primary Colors:**
    - **Green 1:** #1A4D2E This color can be used for backgrounds, accents, and other supporting elements.)
    - **Green 2:** #00A36C This color is specifically for the logo's border and potentially other secondary brand elements.
    - **Black:** #000000 Used for text and emblem elements within the logo.
    - **White:** #FFFFFF Used as the background color
- **Color Usage:** Green 2 is primarily reserved for the logo's circular border or secondary elements. Black is used for the logo's text and graphic elements to ensure high contrast and readability. Green 1 can be strategically incorporated into other brand materials and primary design elements. White serves as a neutral background within the logo.

IV. Typography

- **Logo Typefaces:** Identify the specific typefaces used in the logo for "A.T.M.," "Alianza de Tiradores," and "En México A.C.". Use these typefaces for corresponding elements in other materials to maintain consistency.
- **Headings:** Suggested fonts that complements the serif typeface used for "A.T.M." are for example: Playfair Display, Lora, or a similar serif font.

- **Body Text:** Suggestion a clean, readable sans-serif font for body text. Such as : Open Sans, Lato or Arial

V. Imagery

- **Style:** The logo itself sets a strong, somewhat formal and symbolic tone. Imagery should align with this, conveying professionalism, respect for tradition, and a focus on precision and skill. Imagery should generally be clean, clear, and professional, with a focus on the shooting sports.
- **Photography:**
    - Showcase responsible gun handling and safety practices.
    - Highlight the skill and precision involved in shooting sports.
    - Feature members of the Alianza de Tiradores in a positive light.
- **Icons:** If using icons, maintain a simple, clean style that complements the overall aesthetic.
- **Prohibited Imagery:** (Specify what types of images are *not* allowed, e.g., violent imagery, unsafe gun handling, disrespectful content)

VI. Voice and Tone

- **Overall:** The ATM brand voice should be professional, authoritative, and respectful.
- **Key Adjectives:** Trustworthy, educational, responsible, community-focused, precise, skilled, respectful
- **Language:** Use clear and concise language. Avoid jargon or overly technical terms when communicating with the general public.

VII. Web-Specific Guidelines

- **Layout:** Maintain a consistent layout across all web pages. Use a clear and intuitive navigation system. The color palette should be carefully balanced.
- **Responsiveness:** Ensure the website is fully responsive and adapts to different screen sizes.
- **Accessibility:** Adhere to WCAG 2.1 AA accessibility guidelines.
- **Favicon:** Use a recognizable favicon derived from the ATM logo (e.g., the eagle head or the acronym).

VIII. Social Media Guidelines

- **Profile Pictures:** Use the official ATM logo as the profile picture. Consider using a simplified version of the logo for better visibility at small sizes.
- **Cover Images:** Use high-quality images that are relevant to the ATM's mission and complement the brand's aesthetic.
- **Content:** Share informative and engaging content that promotes responsible shooting and the ATM's activities.
- **Engagement:** Respond to comments and messages in a timely and professional manner.